

Pitch Deck Design

A well-designed pitch deck is crucial for effectively communicating your idea to judges or potential investors. It helps to convey your message clearly, make a strong first impression, and showcase your professionalism. A quality pitch deck not only tells your story but also engages your audience, making it more likely that your idea will be remembered and taken seriously.





Choosing the Right Template

- 1 Sign up to Canva
- 2 Go to [template section](#)
- 3 Search for [pitch deck](#)



Canva Tools

- Text, shape and graphics

- Image, audio and video

- Chart, sticker and frame

- Mockup and presentation



Common Mistakes

Overloading Slides

25%

10%

Poor use of space

Low-Quality graphics

5%

15%

Lack of visual appeal

No clear hierarchy

5%

40%

Inconsistent design



Practice Time

Find the Right Template

Learn how to navigate Canva to choose a pitch deck template that suits your needs.



Customize Text and Fonts

Adjust the text, fonts, and colors to match your brand and content



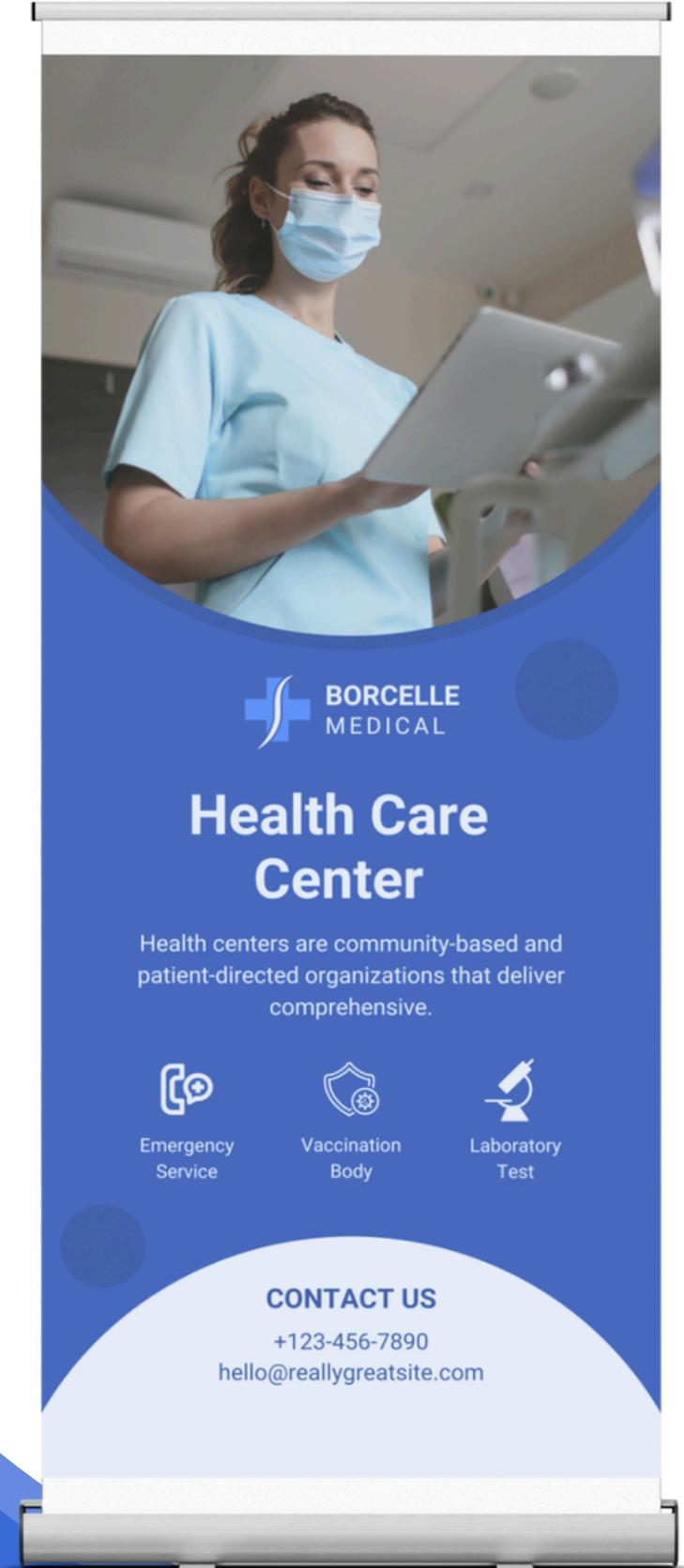
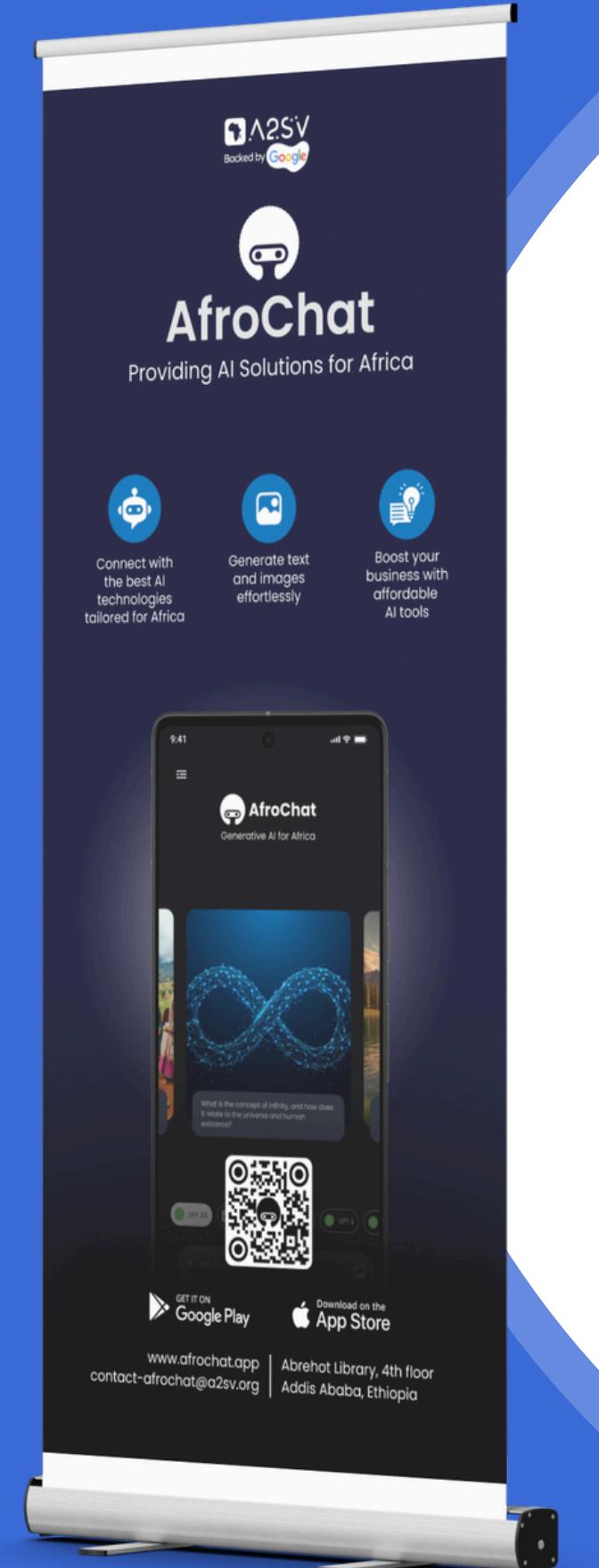
Add Visual Elements

Incorporate your own images, icons, and design elements to enhance your slides.



Roll-up Design

A roll-up banner is a portable display stand with a retractable graphic that can be pulled up from a base and supported by a pole. It's often used for showcasing products or messages at events like trade shows and conferences, offering a professional and easy-to-set-up solution for on-the-go branding.





Keep It Simple

Use a clear, concise message with minimal text. Focus on key information that can be quickly understood.

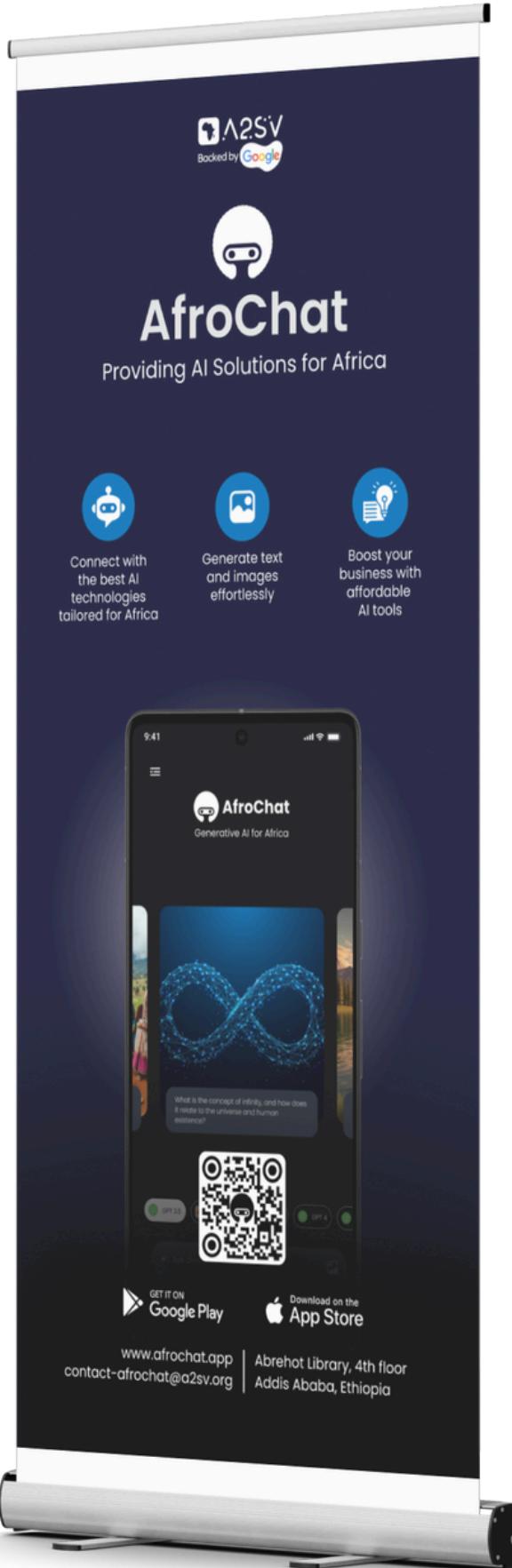
Logo

Slogan

Features

Mockup

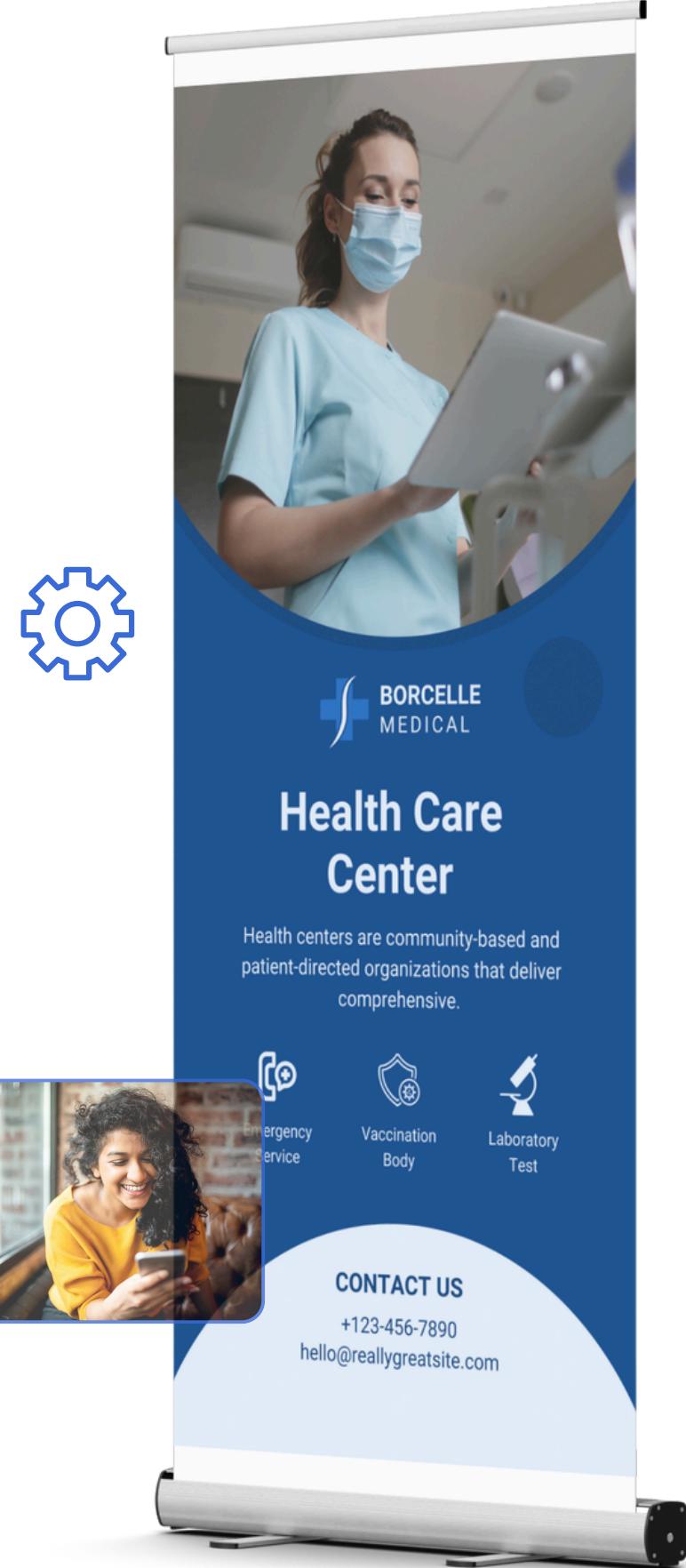
Contact

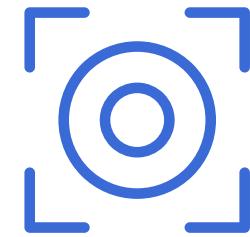




Prioritize Visuals

Use high-quality images or graphics that grab attention. Ensure your logo is prominently displayed.



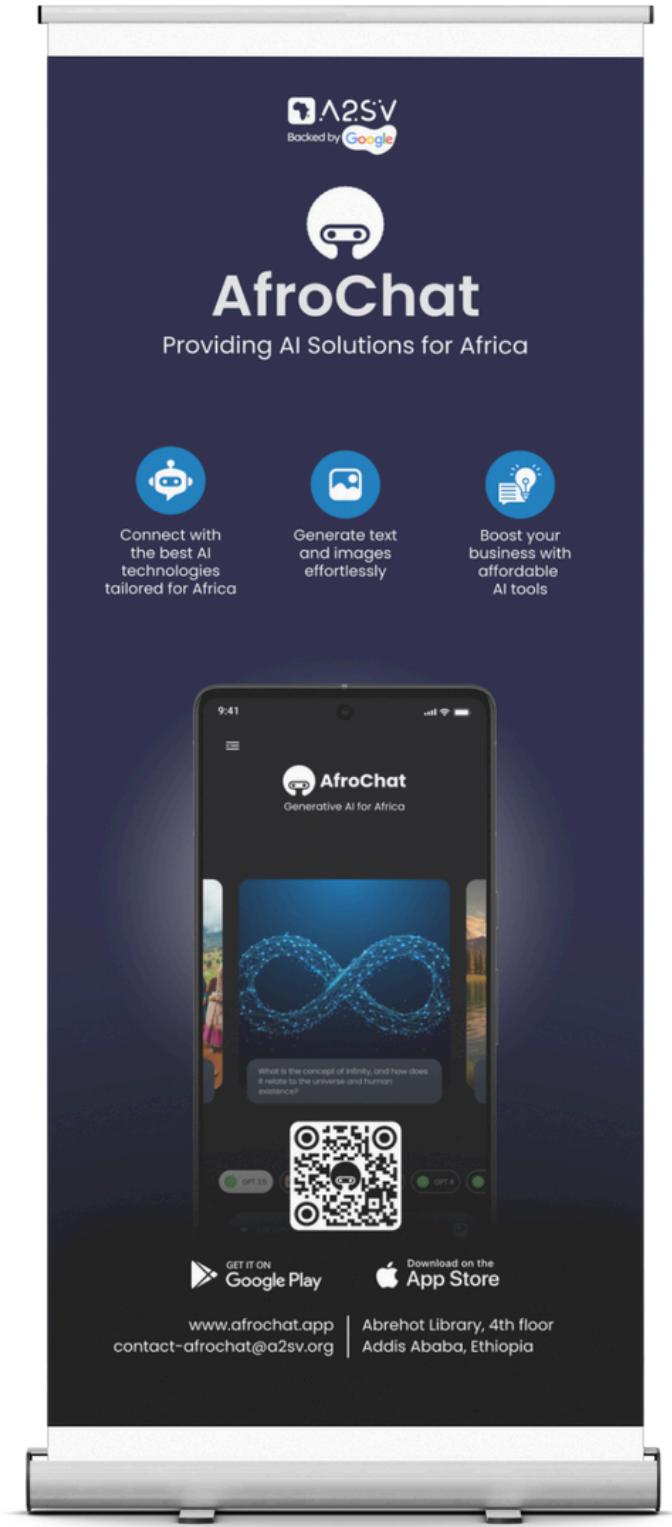
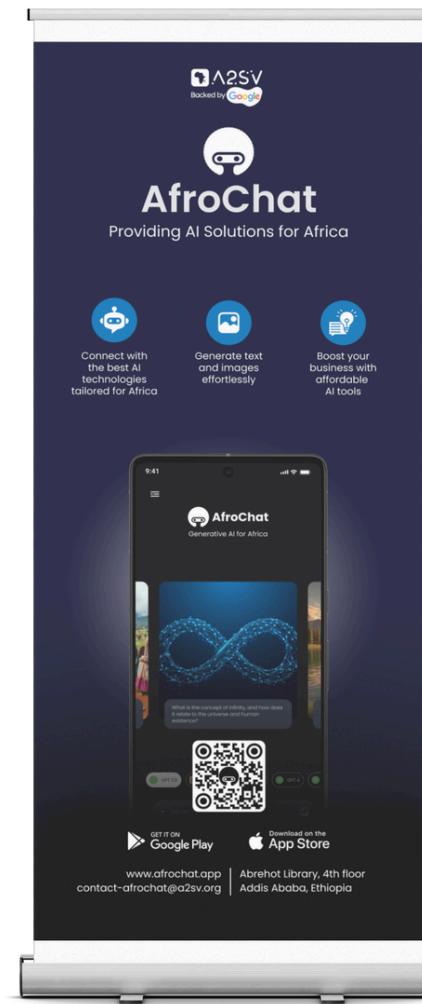


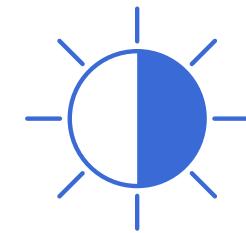
Readable from Distance

Choose large, legible fonts. Important details should be easy to read from a distance

Font Size: 18pt

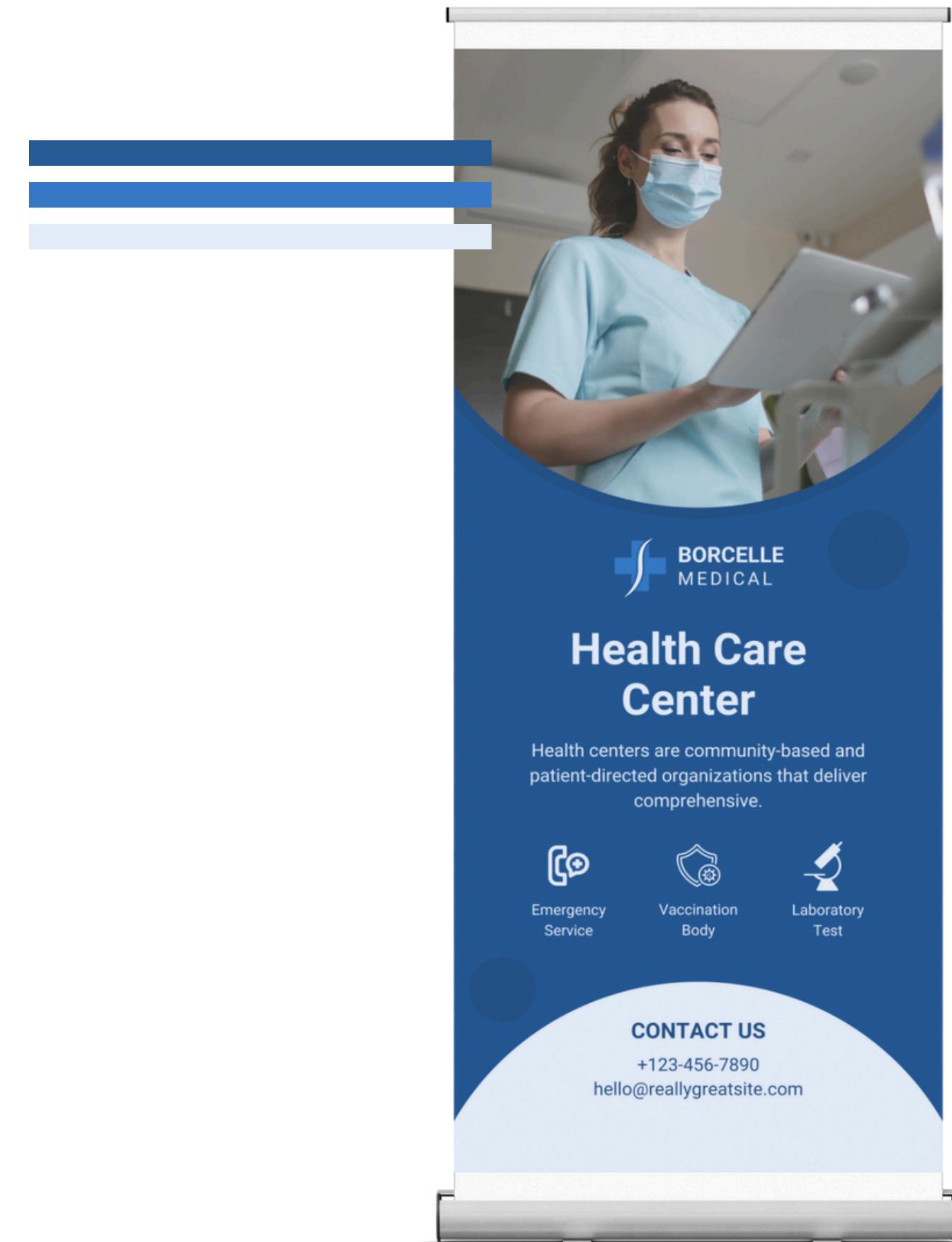
Line Height: 24pt





Use Contrasting Colors

Ensure text contrasts well with the background for better readability. Stick to your brand colors.



Brochure Design

A brochure is a printed document used to provide information about a product, service, or event. It's a versatile marketing tool that helps communicate detailed content in a visually appealing format.

The collage consists of four separate brochure designs, each centered around a smartphone screen showing an AI application:

- Top Left Brochure:** Features a woman smiling while looking at her phone. The text "Our Mission" and "Empowering Africa with accessible AI" is displayed, followed by a detailed paragraph about their mission to make AI technologies accessible across Africa. Below the phone is a screenshot of a "Text to Image" app showing a group of people.
- Top Right Brochure:** Features the "AfroChat" logo and the tagline "PROVIDING AI SOLUTIONS FOR AFRICA". It includes icons for AI connectivity, text generation, and AI tools, along with contact information (email, app, phone number) and a QR code.
- Bottom Left Brochure:** Features a blue and yellow cartoon robot icon. The text "Our Solution" and "Providing AI solutions for individuals and businesses" is displayed, followed by a paragraph about their centralized platform. Below the phone is a screenshot of a messaging interface with AI characters like BizGenius and FinWise.
- Bottom Right Brochure:** Features the "A2SV" logo and the tagline "Bringing doorstep expertise". It includes a paragraph about the challenges faced by Africa regarding AI adoption and a screenshot of a mobile app interface showing AI-generated responses.



Comprehensive Content

Ensure your brochure includes all essential information, such as the problem statement, solution, mission, vision, about us section, and contact details. This provides readers with a complete understanding of your message and brand.



Our Problem

Africa faces challenges with limited access and understanding of AI

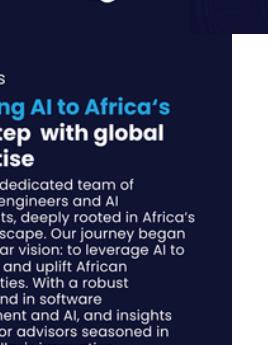
In Africa, people face significant challenges when using advanced AI services. It's hard to find a single platform that offers a wide range of AI models, making it difficult for users to access everything they need in one platform. Moreover, the cost of premium models is very high, which is a big barrier for many low-income Africans. This limits the overall adoption of AI on the continent, hindering technological progress and exacerbating inequalities in access to these services.



Our Solution

Providing AI solutions for individuals and businesses

A centralized platform offering easy access to a wide range of AI services provides affordable premium packages, ensuring that more people, including those with low incomes, can benefit from advanced AI technologies. This solution aims to make AI adoption easier and more widespread across Africa, thereby driving technological progress.





Our Mission

Empowering Africa with accessible AI

Our mission is straightforward yet profound: to break down the barriers that have prevented the full utilization of AI in Africa. We aim to make AI technologies accessible, understandable, and beneficial to all Africans, from students in remote villages to entrepreneurs in thriving urban centers. By providing easy access to AI tools and resources, we envision a continent where technology catalyzes growth, innovation, and social change. We are committed to transforming Africa's technological landscape and ensuring that everyone can reap the benefits of AI.



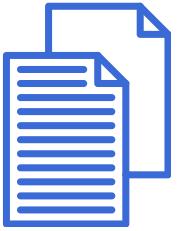
Our Contact

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- 🌐 afrochat.app
- 📞 +251 92 300 0081
- 📍 Abrehot National Library, 4th floor, Arat Kilo, Addis Ababa, Ethiopia



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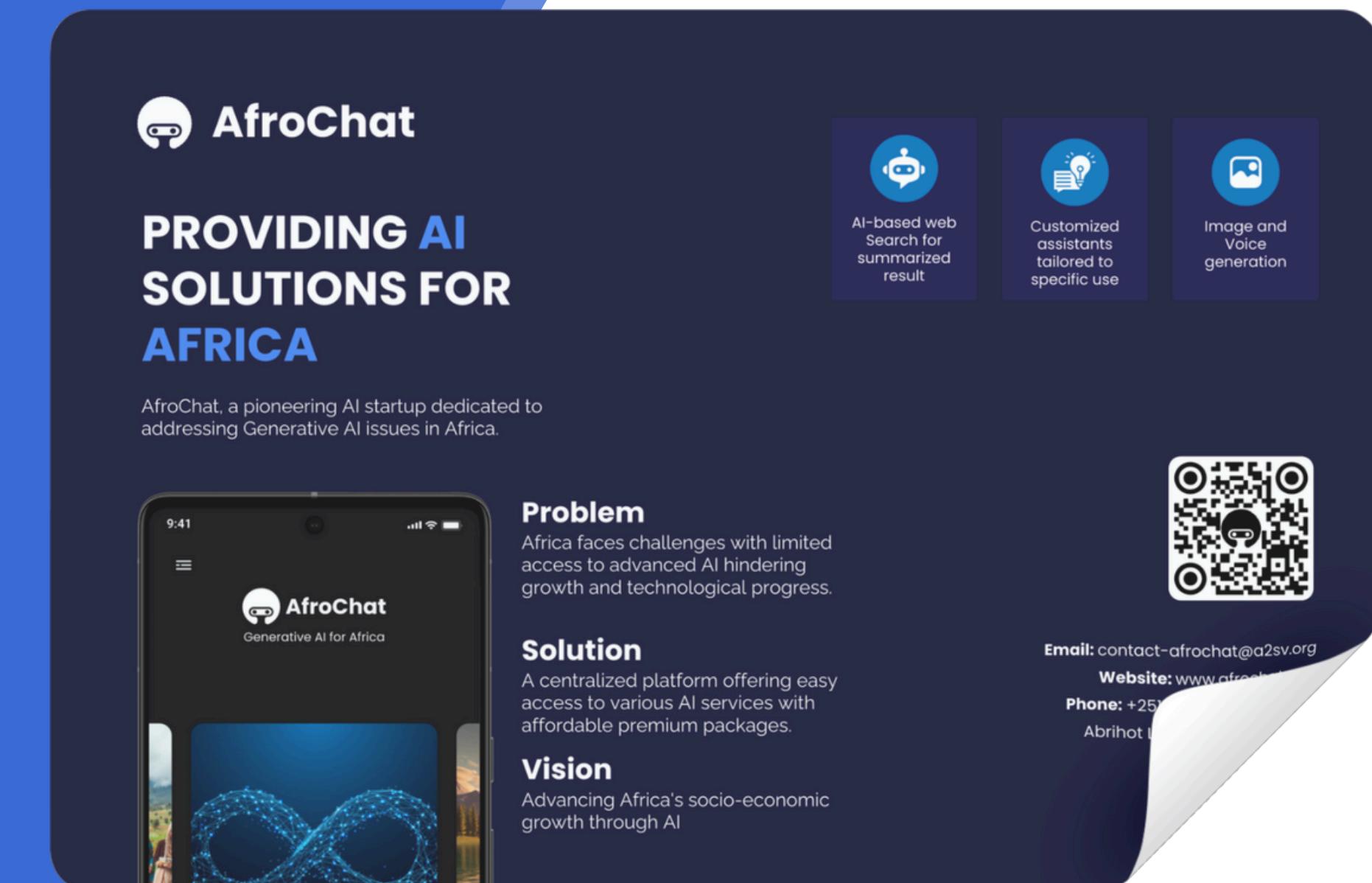
Coordinated Front Page

Design the front page of the brochure's fold to align with your roll-up banner. This visual coherence reinforces your brand and creates a unified look across different platforms



One Pager Design

A one-pager is a concise, single-page document that summarizes key information about a product, service, or business. It's designed to deliver a quick, impactful message that captures attention and provides essential details at a glance.



The image shows a digital representation of a one-pager design for 'AfroChat'. The design is dark-themed with white and light blue text. At the top is the AfroChat logo (a stylized 'A' inside a circle) and the company name 'AfroChat'. Below it is the tagline 'PROVIDING AI SOLUTIONS FOR AFRICA' in bold capital letters. To the right are three purple boxes with icons: a robot head for AI-based web search, a lightbulb for customized assistants, and a camera for image and voice generation. In the center is a smartphone displaying the AfroChat app interface, which includes a navigation bar with three dots, the 'AfroChat Generative AI for Africa' logo, and a background image of a network of glowing nodes. To the right of the phone are sections for 'Problem', 'Solution', and 'Vision' with their respective descriptions. At the bottom right is a QR code. Contact information is listed at the very bottom.

AfroChat
**PROVIDING AI
SOLUTIONS FOR
AFRICA**

AfroChat, a pioneering AI startup dedicated to addressing Generative AI issues in Africa.

Problem
Africa faces challenges with limited access to advanced AI hindering growth and technological progress.

Solution
A centralized platform offering easy access to various AI services with affordable premium packages.

Vision
Advancing Africa's socio-economic growth through AI

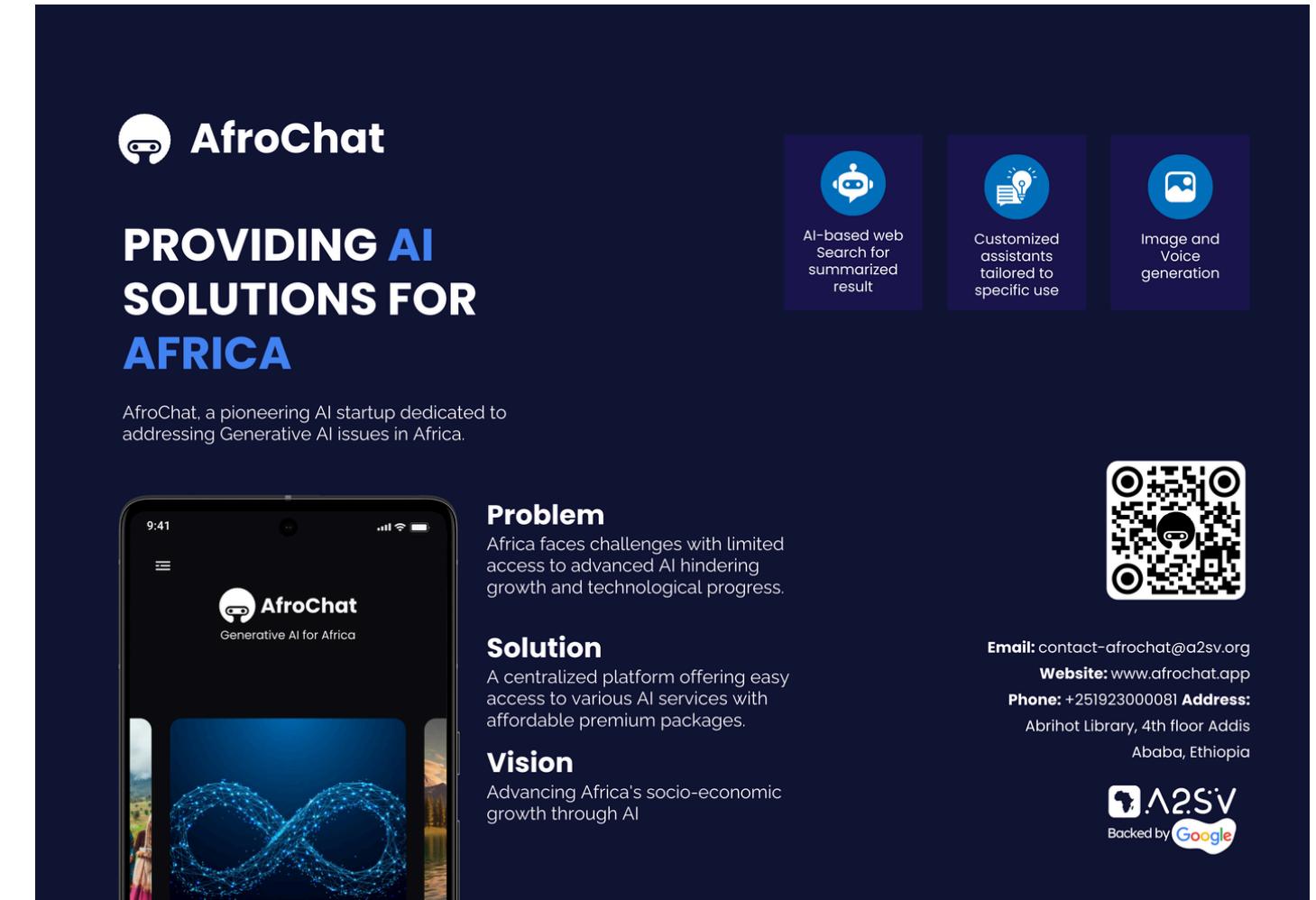
Email: contact-afrochat@a2sv.org
Website: www.afrochat.africa
Phone: +251 911 123 4567
Abrihot, Addis Ababa, Ethiopia





Essential Content

Include only the most important information on your one-pager. Focus on a clear and compelling value proposition, key benefits, and a strong call to action. This ensures that the reader quickly understands your message and the next steps.



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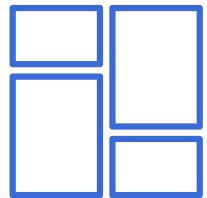
Solution
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Vision
Advancing Africa's socio-economic growth through AI

Email: contact-afochat@a2sv.org
Website: www.afochat.app
Phone: +251923000081 Address:
Abrihot Library, 4th floor Addis Ababa, Ethiopia




Backed by Google



Optimal Layout

Choose the appropriate layout for your one-pager. An A4 portrait layout is ideal for formal, text-heavy content, while a landscape layout works well for visual presentations or designs that require more space for graphics and images. Select the format that best suits your content and audience.

www.a2sv.org



Really Great Company Case Study

A complete solution for your business!

At a glance

Some readers might prefer details like a breakdown of your funding while others, like your trustees, will be more interested in the challenges you encountered and the lessons you learned from them.

CHALLENGES

Flight needs two web sites to promote both the magazine and sponsored events. An Internet Presence: Flight Magazine needs an e-commerce web site. Flight needs a web site to promote the events. Flight needs a professional and affordable solution.

SOLUTIONS

Impact reports cater to a variety of audiences, so it's best to adjust them accordingly. First, identify your target reader. Next, you can shift your focus on what they need to know.



Professional Service



Information Technology



Accounting Management

BENEFITS

Benefits One

1 Give your colleagues additional context to your report by using a section header for some introductory message or background.

Benefits Two

2 Create stunning reports by identifying the pertinent information you want to share with your colleagues.

Benefits Three

3 Give your colleagues additional context to your report by using a section header for some introductory message or background.

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www.afrochat.app

Email: contact@afrochat@a2sv.org

Phone: +25923000081 Address: Abrihot Library, 4th floor Addis Ababa, Ethiopia

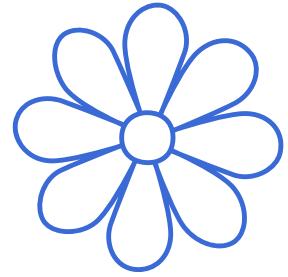


02

Sticker Design

A sticker is a small, adhesive-backed design used for branding, promotion, or decoration. It's a versatile tool that can be applied to various surfaces, making it a fun and effective way to spread your message.





Bold and Simple

Keep the design bold and simple. Use clear, strong visuals and minimal text to make the sticker easily recognizable and impactful, even at a small size.


AfroChat



Consistent Branding

Ensure the sticker design uses the same brand identity as your brochure, roll-up banner, one-pager, and pitch deck. This consistency reinforces your brand across all marketing materials

